

New package deal on New Winston.

New
Winston
BUY 2
GET 2

No
additives.
True
taste.



- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out
- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic



51851 5845

Winston - No Bull

51851 5846

Point of Sale

No additives.

New Winston

True taste.

WINSTON NO.
SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.